



Find the greatness within

## Executive Summary

**Business Description:** NuVo is a technology and implementation company with a specific interest in the health, fitness, performance and lifestyle markets. The initial focus of the company is on development of a connected network down to grass roots across the Greater Montreal Territory and providing fitness, nutritional and life coaching services for this base.

### Projected Revenues

Year	Revenue	BTP
2022	\$25M	\$2.5M
2023	\$500M	\$50M
2024	\$1B	\$100M

### Management Team

**Ross Harvey**

President & CEO

**Miles Krol**

VP Company Development & CCO

Head of Educational Training

**Ruben Antilla, MBA**

VP Operations and COO

**Jason Waggoner**

VP Sales & Marketing

**Alexandre Thivierge**

VP Territories Development

### Strategic Board

**Philippe Messier**

Chief Executive Officer, G3

**Dr. Brent Brooks**

Chief Operating Officer, G3

**John Saba**

Chief Financial Officer, G3

**Leon Maliniak**

Chief Legal Officer

**Anthony Almada**

Chief Science Officer, G3

**Annick Bischoff**

Chief Creative Officer, G3

**Roberto Mourao**

Chief Technological Officer, G3

**Michael Murphy**

Chief Construction Officer, G3

**Peter Kelly**

Chairman, G3

**Summary of Business Strategy:** We will identify, train and certify NuVoWay LifeStyle Coaches who will take our message down to every person across the Greater Montreal Territory. Through successive implementation each NuVoWay LifeStyle Coach will develop a base of 1,000 members on our NuVoWay LifeStyle Management app at a cost of \$10/mth or \$100/yr.

Once we have developed this base, we will then poll our members to see what their needs are relative to new products and services to enter into our system to be sold only by NuVoWay LifeStyle Coaches.

Additionally it is our goal to develop NuVoWay FIT Centres and NuVoWay LifeStyle Centres across every Territory we enter and through this to become the largest health, fitness and racquet club corporation in the world and to have fitness and racquet sport clubs in every city in every country across the world.

**Technologies and Special Know-How:** We consider our marketing system to be special know-how. The system, Controlled Network Marketing, identifies a market, which for in this example is health, fitness, performance and LifeStyle and trains professionals in the specific disciplines in order to make them the central person for everything to do with this market (knowledge/information, services and products). These NuVoWay LifeStyle Coaches develop a direct network down to every person in their 'zone.' Unlike other direct selling methods, there is no overlap. Each coach has his/her own distinct region to market and sell all of the products and services brought into the NuVo line.

**Target Markets:** Health, fitness, performance and lifestyle.

**Planned Growth:** Our plan is to prove concept in Montreal in 2022. The Territory will have a Territory Manager who will divide the Territory into 10 Areas, each with a population of approximately 250,000 people. Each Area will have an Area Manager who will train 25 NuVoWay LifeStyle Coaches. Our plan is to aggressively grow across 50 major North American markets for 2023 and another 50 major global markets for 2024.

**Distribution Channels:** Through successive implementation, we will develop a network of 25,000 NuVoWay LifeStyle Coaches down to markets across the globe inside our first 5-7 years.

**Competition:** There are many competitors in the market. Our aim is to not only establish ourselves as leaders in every component of the industry we enter, but to completely revolutionize our industry

For further information, please contact Ross Harvey: [rossG3@gmail.com](mailto:rossG3@gmail.com)

**NuVoWay.ca**

***Leading a health, fitness and LifeStyle revolution***

